

# MINUTES OF THE KGNU BOARD OF DIRECTORS MEETING

Monday, May 11, 2015

4700 Walnut St., Boulder, CO 80303

## Board Members Present

Jon Walton, Chair

Liz Lane, Vice Chair

Risë Keller, Secretary

Joy Barrett, Treasurer

Jeannie Brisson

Gavin Dahl, participating via teleconference

Robin Van Norman, participating via Skype

David Wilson, Ex-Officio, non-voting

## Board Members Absent

None

## Guests

Michele Barone

Guy Errickson

Cecelia Kluding

Leslie Lomas

Kathleen Martindale

Sky Osawa

Irene Rodriguez

Marge Taniwaki

Eugene Stan

Louis Wolfe

## 6:01 pm-Meeting called to order by Jon Walton

Motion to approve April minutes

April minutes approved

Motion to approve the meeting agenda

Agenda approved

## PUBLIC COMMENT

There was discussion on the Board's decision in March not to ask Elena Klaver to join the board. Sky Osawa read a letter from Kathy Partridge and Betty Ball. Marge Taniwaki read a statement on this topic as well.

## STATION MANAGER REPORT: David Wilson

**Fundraising** Our current spring membership drive tally is \$175K and continues to grow. The summer mini-drive is now scheduled for Tuesday, July 7 to Sunday, July 12. We are working on having several daytime challenges and drawings for the drive. We will work to raise an additional \$30K to help meet our annual membership fundraising goal for FY15.

**Program Guide** We are finishing the content for our 2015-2016 program guide this month. We expect to have it published and distributed by late June/early July. An updated Pocket Guide is available now.

**Capital Campaign** We have narrowed down our list of possible consoles.

We have secured additional commitments to the capital campaign, taking our overall fundraising to \$150K.

## **EXECUTIVE COMMITTEE**

The Executive Committee met on Tuesday, May 5, to set the agenda for this meeting.

## **COMMITTEE REPORTS**

### **PROGRAM COMMITTEE - Gavin Dahl**

The Program Committee met in April. Maeve added she was at the meeting. We are moving meetings to the 4th Tuesday of the month at 6 pm in Boulder. If there are Denver-related agenda items, the committee can meet in Denver in the future.

Upcoming preemptions of regularly scheduled programs include: **June 21, 2-4 pm:** Pride Fest live broadcast will preempt Indian Voices. **June 28, 5-6 pm:** Connecting the Drops series finale will preempt Colorado Chinese Radio and Sprouts.

The committee reviewed KGNU's sports program, the monthly feature Real Deal in Sports, hosted by Josh Chetwynd on A Public Affair. A few callers complained earlier this year and a few listeners expressed support via email. Josh showed progress hewing his show more closely to the mission following a couple of complaints earlier this year.

After discussing the committee's Purpose Statement, the committee recommended two minor edits to the Bylaws.

### **BUDGET COMMITTEE: Joy Barrett**

The KGNU Budget Committee met on April 30, 2015. We reviewed the Profit & Loss Budget vs. Actual for the period of Oct. 2014 through March 2015. That document is attached to this report. Several aspects of that budget are described below. We began discussions on the FY 2016 budget and the Station's goals and needs.

*See Profit & Loss Budget vs. Actual, Oct. 2014 through March 2015 (appended to final PDF)*

Over this period, income exceeded expenses by more than \$27,000.

**Income While Business & Industry Underwriting remains below budget, several new businesses have recently joined our underwriters. Underwriting of web-based programming is also being developed. Staff are developing new packages for recruiting underwriters.**

Car donations are below budget. However, Nikki's analysis of car donations from 2011 to the present indicates that the average dollar amount we receive per car has increased. The first quarter of this calendar year has been strong for donations. We have increased our promotional scripts three-fold, and now have an annual schedule of promotions.

We expect some Unrestricted Grants income shortly, and are working on more. We recently lost a grant from the Boulder County Arts Alliance.

The Memberships category is flat, and just slightly below budget. Automatic Fund Transfers (AFTs) are up; Colorado Gives and Year-End Donations – both Memberships categories – also exceeded budget. But other categories of Memberships are currently below our month-to-month goal, including Major Gifts. We believe that the change from "Other" to AFT reflects more members opting to switch to AFT when they renew.

**Expense** The Employee Search line item exceeded the budget significantly. This is due to bringing the Station Manager final candidates in from out of town.

IT continues to exceed budget.

Outreach/Promotion reflects a large T-shirt order. Most of this expense relates to fund drives and could be moved to the Fund Drive & Premium line item (which is below budget). Postage expenditures will drop and be within budget by the end of the fiscal year.

**FY 2016 Budget Budget Committee has held its first round of discussions regarding the budget for next fiscal year. Some thoughts from our discussions follow.**

KGNU's annual payment each December toward our 1390 debt has been \$30,000. Starting in 2016, we need to start make a second payment of \$30,000. Ideally, we need a cash reserve of \$60,000 per year in order to make these debt payments.

For optimum staffing levels, the Salary line item needs to increase to \$329,685. Current Salary budget is \$311,769. This increase would also increase payroll taxes.

We recently received bequests, and more bequests are likely to come in the next 18 months. The number of memberships has leveled off at about 1,000 below our 2008 peak, and has been relatively stable over the past 3-4 years. We need to find ways to increase the number of members.

**EVENTS COMMITTEE - Risè Keller**

The KGNU Plant Sale is coming up on May 31. Donations of plants, gardening supplies, and books are being accepted at the station between May 18 and 28.

The KGNU Record Sale & Parking Lot Party is on Sunday, June 28, 12 pm, outside the Denver studios.

The Charles (aka Charles Sawtelle Memorial Concert) is on July 19 at the Gold Hill Inn. Board members are strongly encouraged to buy blocks of 10 tickets each to give or sell to friends.

**STRATEGIC PLAN COMMITTEE - Jon Walton**

The committee has been working to update the Strategic Plan and prepare for the 2016 budget planning process. We have been meeting with those responsible or involved in executing 2015 tasks on the plan and getting status updates. The station has completed or achieved many significant milestones including:

- Started working with other media outlets to better understand the target market.
- Developed policy for communication and posting of meeting minutes and actions.
- Educated committee chairs on posting and archiving process and responsibilities.
- Updated job descriptions & responsibilities for 90 percent of staff positions.
- Hired a Content Manager (George Figgs).
- Increased the consistency of media postings and releases.
- Started collaborations with Open Media, FSTV, and the Colorado Independent.
- Recorded testimonials for each show are now available and are available to drive pitchers.
- Sent e-newsletters to members and prospects with featured programming.
- Increased SOLR memberships to more than 1,000.
- Created Captain's Club, a pledge-drive leaders' group.
- Mailed new member welcome packet with ways to deepen relationship in brochure; scheduled & completed monthly thank-you follow-up calls.
- Started retaining listeners' e-mails (and snail-mail addresses) from ticket winners, sales, drawings and raffles, the show archive, and website visitors.
- News portal [news.kgnu.org](http://news.kgnu.org) was launched.
- MEMSYS membership database assessment was completed and an upgrade is planned.

The Strategic Plan committee meets quarterly. The next meeting is at 6pm on Tuesday July 7 in Boulder.

#### **DEVELOPMENT COMMITTEE - David Wilson**

**Grants** We have two grants for the Connecting the Drops program, and we'd like to get a grant to pay for a backup generator.

**Estate Planning** We are developing a brochure we can use in our outreach to supporters. We are at \$20K this year in bequests and have three more bequests coming. We are scheduling promotions of estate planning on-air throughout the year.

**Car Donations** David added that if donations overall increase, car donations will increase too.

#### **NEW BUSINESS - Jon Walton**

Tim Russo accepted our employment offer and is starting July 1, 2015 as the new Station Manager. Thanks to the Hiring Committee, the staff, and everyone involved in this process.

Marge said the Redress Committee is meeting and drawing up process documents. Marge said she and Lorraine want to work with the Volunteer Coordinator (when there is one) and hopes there will be other avenues for resolving issues besides the Redress Committee, including working with a future volunteer coordinator.

**7:30 pm – The Board went into executive session to discuss matters related to individual employees and legal matters.**

**8:32 pm – The Board came out of executive session.**

**8:35 pm – Meeting adjourned.**

## KGNU Volunteer Event Evaluation

Event Coordinator(s): Kathleen Martindale/Yukari Miyamae  
Name of Event: 2015 Plant Sale (May 31, 2015, 9 AM – 3 PM)  
Venue: KGNU Boulder Station Front Yard

**Volunteers:** Dennis Glowiniak, Joanne Cole, Jennifer Cornell, Carol and John Bollinger, Kathy Metzger, Liz Lane, Steve Priem, David McIntosh, Elena Klaver, Karen Gruber, Courtney Welsh, Cecelia Kluding, Elene Mooney, Wally Wallas, Helen Dohrman, Guy Errickson, Daria, Yukari Miyamae, Kathleen Martindale

**Guest Contributors:** Suzanne Real - Master Gardener, Kristen Marshall - Bee Safe Boulder, Old Time Music players - Birdie Smock, Joel Hayes, Bob Arnold, Elena Klaver and Fergus Stone

**Underwriting Donors:** Harlequin, Blue Ribbon Farm

### Description:

Preparation started in March, contacting various nurseries for donation by visiting them. Working with Wally, we explored possibility for soliciting underwriting trade options, instead of/along with traditional donation solicitation for tax deduction benefit. Caring, pricing and identification of plants donated took many hours of meticulous work by Kathleen prior to the event.

Early morning on the day of event, volunteers helped in the set-up, bringing the plants and garden tools to the front yard. A nice flow of customers enjoying the weather, talking about plants, gardening, and KGNU made the event great time for community outreach, as well as generating funds for KGNU.

We raised over \$2200 the day of the sale, and there will be some funds raised as donation for leftovers are coming in during the week.

This year we were able to get generous underwriting arrangements with Blue Ribbon Farm and Harlequin, as well as donations from Yatahai Garden and from many volunteers, such as Dennis, who grew and donated numerous flats of vegetable starts.

### Area of Success:

Predicting late spring benefited our event tremendously. Obtaining underwriting donors went very well. Remediating problem quickly with an angry donor not only yielded a better relationship but also great donation.

### Area of Improvement:

A customer had hoarded her plants when she heard from one of our volunteers that the price would drop to half price in ten minutes. Another customer wanted to buy the same plants for full price. Chaos ensued. In the end we lost potentially very valuable sales (Two \$40 plants from Blue Ribbon) to half price. We need to find ways to stop costumers from hoarding and find a better way for announcing the bargain timing.

We also need to send clearer messages to prevent late donations coming in on the day of sale.

Some plants were stolen before the sale. We will address this issue next year.

Wave cart promotion could use more diverse voices and different versions.

### Goal for Next Year:

Let's make another good prediction for timing. Consider other attractions, such as music, food truck, coffee etc.

VENUE CAPACITY: 100 ?

TICKET PRICE: n/a

UPFRONT COSTS:

Venue \_\_\_\_\_ n/a \_\_\_\_\_

Airline ticket \_\_\_\_\_ n/a \_\_\_\_\_

Accommodations \_\_\_\_\_ n/a \_\_\_\_\_

Hospitality \_\_\_\_\_ n/a \_\_\_\_\_

Honorarium \_\_\_\_\_ n/a \_\_\_\_\_

Promotion \_\_\_\_\_ n/a \_\_\_\_\_

BREAKEVEN POINT: n/a

PROMOTION Executed: Three separate on-air promotions run for 20 days. Poster distributed.

**List of duties:**

Soliciting donors, collecting plants starters, preparing and caring for plants and garden items to be sold, creating audio promo, preparing for the sale presentation, setting up and cleaning.

HOW WILL YOU EVALUATE THE EVENT?(Please evaluate the event on a scale of 1-5, with 5 as the highest)

Fun factor: 5

New memberships: n/a

Outreach: 5

Financial gain: \$ 2200+

Volunteer time required: About 20 volunteers contributed their time in various capacities

**Growth potential:** Kathleen wants to continue taking care of this event since she has initiated it from early years. She will follow the event committee protocol by submitting necessary proposal in the upcoming years.

<b>Event Name:</b>	2015 Plant Sale		
<b>Event Date: M-D-Y</b>	05-31-2015		
<b>Expenses</b>	<b>Actual</b>		<b>NOTES</b>
(Attach Receipts)			(ex: venue, set-up, equipment, food, promos, clean-up, etc.)
Pizza for volunteers	22.87		Owed to Kathleen
soil	5.41		Owed to Kathleen
supply	9.25		Owed to Kathleen
Total Expense	<b>\$37.53</b>		
<b>Income</b>			
Cash and Check	\$1458.50		
CC	\$ 782.50		
(less Bank)			
After Sale Income	\$63.00		
Total Income	\$2304.00		Less \$37.53 Expense
<b>NET</b>	<b>\$2266.47</b>		
<b>Also please evaluate the event on the following factors:</b>			
How many Volunteer Hours were used?	We had about 20+ volunteers worked on various stage of the event		

			Promo:6 hr, Preparation:60 hrs, Sale:100 hrs, Clean up: 10 hrs
How many New Members signed?			n/a
How well did event Outreach to community?			
			Very positive, especially for listener members and long time supporters
Was event "fun" in terms of planning and attending?			
			Very fun, lots of laughter and hilarious moments